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Message Text

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11
ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W
---------- 057865
R 062025Z JUN 74
FM AMCONSUL MONTREAL
TO USDOC WASHDC
INFO SECSTATE 4875

UNCLAS MONTREAL 0847

USDOC

E.O. 11652: N/A
TAGS: BGEN, CA
SUBJECT: PRIVATE TRADE OPPORTUNITY

REF: STATE A-7947 OF SEPTEMBER 20, 1973.

1. 122/04/P0039

2. 060674

3. P. AYLWARD

4. 122 CANADA

5. D I

6A. TELEPHONE OR WRITE--

6B. MR. GERALD R. KENDALL, DIRECTOR OF MARKETING

6C. AMANA (QUEBEC) LIMITED
9025 PARK AVENUE
MONTREAL, QUEBEC H2N 1Z1, CANADA

7. TELEPHONE (514) 381-3313

8. --
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9. 114 9A. EXCLUSIVE CANADA- WIDE DISTRIBUTORSHIP

10. DESCRIPTION
36311XX, 3634184, 3634185, 3634187-1000. COMPLETE LINE OF
HOUSEHOLD ELECTRIC OVENS AND RANGES, INCLUDING OVEN-RANGE
HOODS AND FANS.
363941X-1000. COMPLETE LINE OF HOUSEFOLD ELECTRIC DISH WASHERS.
3633131, 3633155, 3633181-0500. COMPLE LINE OF HOUSEHOLD
AUTOMATIC AND SEMI-AUTOMATIC WASHING MACHINES, ELECTRIC DRYERS,
AND WASHER-DRYER COMBINATIONS.

CAN ONLY CARRY TWO ADDITONAL LINES FOR COMING YEAR. IMPERATIVE
TO HAVE PROMPT RESPONSE SO THAT AGREEMENT CAN BE REACHED IN JULY
AND SAMPLES CAN BE ON THE FLOOR BY LATE AUGUST IN ORDER TO CASH
IN ON THE BIG RETAIL MARKET THIS FALL. WILL ONLY DEAL DIRECTLY
WITH US-OWNED COMPANIES MANUFACTURING IN THE U.S. WILLING TO
MAKE TRIP TO INTERESTED U.S. FIRMS.
AMANA (QUEBEC) LIMITED IS LARGE-SIZED COMPANY, ESTABLISHED IN
1952, HAS 65 EMPLOYEES AND CURRENT SALES OF 1.5 MILLION DOLLARS.
IT IS SECOND OR THIRD OLDEST AMANA DISTRIBUTOR IN NORTH AMERICA
WITH SALES TERRITORY OF QUEBEC, ALBERTA AND THE MARITIMES. AMANA
IOWA IS AWARE OF THE MONTREAL COMPANY'S DESIRE TO DIVERSIFY.
ALSO, HAS BEEN SELLING ON A NON-EXCLUSIVE BASIS IN QUEBEC THE
"MODERN MAID" LINE OF APPLIANCES FOR MCGRAW EDISON (CANADA).
NOW SELLS TO SEVERAL HIGH VOLUME DEPARTMENT STORES IN QUEBEC
CITY AND MONTREAL, TO PASCAL FURNITURE WAREHOUSE OUTLETS IN
MONTREAL AND TO 140 QUEBEC OUTLETS OF THE PRESTIGE CHAIN OF
INDEPENDENT STORES. RELATED FIRM IS DOMINION PROVISIONERS OF
MONTREAL WHICH RETAILS HOME PURCHASE PLANS FOR FROZEN FOOD AND
FREEZERS.
HARPER

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Disposition Event:
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